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International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁵ : H04N 7/18		A1	(11) International Publication Number: WO 95/10919
			(43) International Publication Date: 20 April 1995 (20.04.95)
(21) International Application Number: PCT/US94/01679			(81) Designated States: AT, AU, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, ES, FI, GB, HU, JP, KP, KR, KZ, LK, LU, LV, MG, MN, MW, NL, NO, NZ, PL, PT, RO, RU, SD, SE, SK, UA, US, UZ, VN, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 14 February 1994 (14.02.94)			
(30) Priority Data: 107266 12 October 1993 (12.10.93) IL 104725 14 February 1994 (14.02.94) IL			
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(54) Title: **APPARATUS AND METHOD FOR DETECTING, IDENTIFYING AND INCORPORATING ADVERTISEMENTS IN A VIDEO**

(57) Abstract

A system (Figs 7 and 8) and method (Fig 1) for video transmission of active events, for example sports events, having in the background physical images in designated targets, wherein the physical images are electronically exchanged with preselected virtual images, so that objects or shadows actually blocking portions of the physical images will be seen by viewers as blocking the same portions of the virtual images, and the motion of players or a ball blocking the physical image will block corresponding regions of the exchanged virtual image, so that the exchanged electronic image will remain in the background of the event, exactly as the original image.

